Skills Hub

User attitudes and new directions

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Overview

• Project background
• Methodology
• Key findings
• Summary and recommendations
Project background

- 90,000 + views to date
- 70 OERs
- 50 video OERs created in-house

“Schools, students, researchers, the community”

Skills Hub: Review, Redesign, Rebuild

ILT Learning Enhancement & Innovation Funding
Methodology

- Specially designed blog
- Ease of use
- Open-source dataset

- 390 comments by 15 individuals
- Different audiences targeted
Key findings

1) Praise for videos
2) No background music
3) Address technical problems
4) Improve presentation
5) Improve structure
Key findings

1) Praise for videos

Positive feedback

- Good
- Useful
- Informative
- Covers key points
- Well explained
- Effective
- Helpful
- Interesting

Positive feedback (number of comments)
Key findings

2) No background music!
Key findings

2) No background music!

Comments about background music (n=65)

- Positive (n=3)
- Negative (n=62)
Key findings

3) Address technical problems
Key findings

3) Address technical problems

Audio

• Poor audio quality
• Fluctuations in audio quality
• Speech too quiet
• Background noise / interference
• Unwanted sounds:
  • pages turning, mouse clicks, stifled laughter, microphone being unplugged/turned off/knocked
Key findings

3) Address technical problems

Video

- Poor video quality
- Shaky camera
- Pixelated images
- Low-resolution images
Key findings

3) Address technical problems

Video

• Poor video quality
• Shaky camera
• Pixelated images
• Low-resolution images

Recommendations:

• Staff training needed
• Invest in higher quality equipment
Key findings

4) Improve presentation
Key findings

4) Improve presentation

Spoken element

• Pace: slower and consistent

• Delivery: clearer, consistent, and more enthusiastic or engaging

• Mistakes need to be checked for and removed
Key findings

4) Improve presentation

Visual element

• Avoid “simple PowerPoint slides”
Key findings

4) Improve presentation

Visual element

• Don’t put too much information on slides

• Take full advantage of the visual element
  • Use colour, humour, sound effects, simple animations, keywords

• The ‘Prezi’ format is particularly well-received
Key findings

4) Improve presentation

Fit between spoken and visual element

• Poor fit between speech and visuals
  • ‘Lag’ between information being spoken and appearing on-screen (or vice versa)
  • Different order on audio and video
  • Spoken information omitted from visuals
  • Lots of speech / few visuals
Key findings

4) Improve presentation

Overall pace

• Make sure videos are slow enough to understand
• Make sure the pace is consistent
Key findings

4) Improve presentation

Overall pace

- Make sure videos are slow enough to understand
- Make sure the pace is consistent

Recommendations:

- Staff training needed in video production and presentation skills
Key findings
5) Improve structure
Key findings

5) Improve structure

Orientate the viewer

• Introductions needed

• Summaries, re-caps or conclusions needed

• An overview of the video, to be referred back to periodically, may help
Key findings

5) Improve structure

Orientate the viewer: steps / stages

- Videos should proceed in a clear, linear way
- Divide videos into stages where possible
- Steps / stages should be numbered to aid clarity
Summary

• Many videos well received but room for improvement
• No background music
• Staff training needed on:
  • Technical aspects of video production
  • Presentation and structure of videos
  • Presentation skills